

Virginia Complete Count Commission
Meeting Minutes
June 25, 2019
Patrick Henry Building, 1111 E. Broad Street, Richmond, Virginia 23219
West Reading Room
10:00 a.m. – 2:00 p.m.

Attendees:

18 Commissioners in Attendance

Surrogates: Michael Ashby for Hon. Nancy Rodrigues, Carah Whaley for President Jon Alger

Eric Lin, Jim Dau, Martina J. Nalley, Rev. Barton, Nancy Rodrigues, Beth O'Connor, Sarah Gross, Aida Pacheco, Gilbert Bland, Gaylene Kanoyton, Rev. Chandler, Suja Amir, Elda Stanco Downey, Ashley Marshall, Julian Walker, Monica Sarmiento, Lauren Snellings

Governor's Office Staff Present:

Kelly Thomasson, Secretary of the Commonwealth

Traci Deshazor, Deputy Secretary of the Commonwealth

Fernando Mercado-Violand, Special Assistant and the Director of Latino Outreach

Guests:

Ron Brown, Partnership Specialist, U.S. Census Bureau

Kevin Krigsvold, Partnership Specialist, U.S. Census Bureau

Raquel Cepeda, Partnership Specialist, U.S. Census Bureau

Colin Louis, Partnership Specialist, U.S. Census Bureau

Various staff and interns from the Secretary of the Commonwealth

Local Complete Count Representatives:

Sierra Lantham – City of Alexandria

William Palmquist- City of Richmond

Janice Hurley and Adisaa – City of Norfolk

Michael Casey- City of Portsmouth

Alexis Baker- City Chesapeake City Planner

Katie Boyle- Virginia Association Courtney

Napia Bey- Delta Sigma Theta Sorority

Rebecca Benz- City Chesapeake

Van-Thanh Pham- VCET, NAKASEC

LaTonya Joyner Gregory- Planned Parenthood

Alexandria Bratton- VCET

Shirley Gilliam- US Census Bureau

The Honorable Kelly Thomasson, Secretary of the Commonwealth of Virginia, called the meeting to order at 10:15 a.m.

Commissioner Nancy Rodrigues motion to approve the minutes, Commissioner Jim Dau seconds the mention and the minutes are agreed to.

With a motion by Commissioner Gaylene Kanoyton, seconded by Commissioner Eric Lin, the meeting agenda was adopted.

Opening Remarks and General Updates (Secretary Kelly Thomasson)

Job Vacancies:

- Secretary Kelly Thomasson discussed the need to decimate information regarding jobs with the U.S. Census Bureau. This is a major priority for the U.S. Census Bureau. available in the follow up email; so that they can be shared with, you network.
- Ron Brown: Job Vacancies, we are still looking for canvassers. Hired three new bilingual partnership specialists and they will be starting in the next month. Hired partnership specialists, Tamika Jefferson that is coming to the US Census Bureau from the city of Richmond.

Court Case Regarding Citizenship Question:

- SCOTUS question, the decision will come out very soon in the next few days. The Case in NY District is more about sanctions, it still could be up to congress if the question is added, but that is still uncertain.
- On April 23, 2019, The Supreme Court of the United States will hear the New York vs. Secretary of Commerce Case; this case is arguing that the Secretary violated the Administrative Procedure Act.
- The Case will be decided either June 27th or June 28th we will be disseminating information

Commissioner Communications/Correspondence Update

Binders have been assembled for the commissioners to keep track of handouts, agendas, and minutes.

Hampton Roads Update

Comment: Kevin Griswold We are working collectively with LCCC's and with Commissioner Gaylene Kanoyton in getting PSA materials on the Hampton Roads transportation.

Comment: Commissioner Gaylene Kanoyton

We are planning a meeting September with all the agencies will be coming together to discuss the census, the Holiday Inn.

Faith Outreach Update

Rev Barton reports that there have been two faith based outreach call one was an introductory call and the second was regarding the undercount of young children. The next call will be at and the hope is that there will be more outreach to increase participation on the calls.

Latino Work Group Update

Discussed the ways that Latino Leaders could get involved in supporting the commission's efforts on the census. Shared resources on Census Solutions Workshops and getting involved with your Local Complete Count Committees. The call was successful in reaching 50 leaders, we plan on having monthly calls. We hope to develop a consistent schedule of calls moving forward.

Asian American Pacific Islander Update

Commissioner Eric Lin shared the upcoming VAAB town halls scheduled for July 18th, will incorporate Census outreach. We are still working with them with Census solutions workshops and working with the and identifying census track data.

Other Updates

Podcasts: Commissioner Beth O'Connor hosts a podcast for Virginia Rural Health and will host one regarding the census.

Undercount of Young Children: Lauren Snellings did a presentation with Kevins group in Hampton roads and then presented with the Northern Virginia Community foundation. Working with Bill O' Hare identifying where the biggest undercount of children is, a one-page toolkit.

Undercount of Aging: Commissioner Jim Dau reports that the AARP will be producing PSA materials that will be disseminated. Over 50 on the call, monthly call identify grass roots leaders and amplify. Consistent agenda for those calls. The three objectives are to execute community mapping, identify volunteers,

Communication: Keep us in the loop please make sure you are filing out the outreach form and CC the Virginiacompletecount@governor.Virginia.gov . We will include the form in the follow up meeting.

Cabinet and Agency Discussions

VCCC staff attended the agency head meeting for the agencies under Health and Human Resources Look up date, suggestions and solutions. DSS provides in person and they have kiosks that could be available for use to fill the online forms. Additionally, American Sign Language is a language we need to consider, we should include ASL. The Department of Blind and Vision impaired said they could support us in producing a video.

Secretary Thomasson will meet with the congressional delegation of Virginia next week and will discuss the work at the state level regarding the census.

Ron Brown.

Comment: We have been reaching out Delegate and State Senators and have continued to have meetings. Maryland Commission on colleges is reaching out to GMU, they would like to connect with what you are doing. We will be feeling them your contact information

Census Messaging for Community Events

Deputy Secretary DeShazor presents a messaging review to ensure that we are sharing accurate information as we are speaking to groups and at community events. In this presentation, we will review census facts and the right way to message the census and potential challenges on our engagement events.

Presentation Attached.

Key Points:

What is the census?

A pop count of every person living in the United States of America

When is the census?

March-June 2020 The next Census will take place in 2020. Beginning in Mid-March 2020, YOU will receive a notice in the mail to complete the 2020 Census. Once YOU receive it, YOU can respond online. In May 2020, the U.S. Census Bureau will begin following up in person with households that have not responded to the Census to ensure YOU and YOUR family are counted.

Why should I complete my census form?

Data from the Census provides the basis for distributing more than \$675B in federal funding for communities across the country to support vital programs—affecting housing, education, transportation, employment, health care, and public policy.

What is stake if I do not complete my census form? Can my community lose money if I don't my census form?

Each person who isn't counted in the 2020 Census could result in their community losing \$2,000 in funding per person; that's \$20,000 per uncounted person over a 10 year period.

How will I complete my census form?

In 2020, for the first time ever, the U.S. Census Bureau will accept responses online, but YOU can still respond by phone or mail if you prefer.

How long should it take me complete my census form?

Responding should take less time than it takes to finish your morning coffee or read your morning newspaper.

How many children were undercounted in the 2010 Census?

An estimated 5% of kids under the age of 5 weren't counted in the 2010 Census.

Subcommittee Breakout Groups

Community

Census Solution Workshops: Each member on the Committee is working within their local area to mobilize community organizations to conduct the workshops.

Work with Media: Important to deliver a consistent message and use Commission letterhead to reach out to community partners. Media committee to draft an event summary template for the Census Solution Workshop to be customized and a press or media kit. A regional media list (radio, TV, print) was requested.

Work with Government Committee: Need a list of current membership of the established LCCCs in order to help identify gaps in representation. (Is this something staff can provide)

Help distribute materials: Conduct statewide calls with the leadership of the following partner organizations. Tap into existing materials that are translated.

- Sororities and Fraternities
 - Legal/Advocacy - Poverty Law Center, Legal Aid, Just Children/VA Civic Engagement
- Unions/Trade Associations
- VA Retirement Teacher Association

- Planned Parenthood/Health Clinics
- HOME/HUD/Association of Realtors
- VA Association of Free and Charitable Clinics
- VA National Council of Non-Profits
- 2-1-1/United Way
- Association of Virginia's Museum/VA Library Association and VA Tourism
- VA Assisted Living

Media

Working on sample materials such as a sample Op-ed and sample press release, and a media contact list.

The media subcommittee will be developing an information kit for use by all Commission members which will include:

- Op Ed template
- Letter to the Editor template
- Press Release
- Outreach letter
- fact sheet
- media contact list

Commission members will be encouraged to use these items to reach out to those within their circle of influence.

Education

Focus on executing the School Art Contest develop a tool kit, focusing

Learning objectives for students and families

- Familiarize students and family with the census, why it matters and what the process for completing it is.
- Challenge students to get to know their communities and think about community needs.

Talking points about the importance of 2020 Census for:

K-3

Grades 4-6

Grades 7-8

Grades 9-12

Teachers

What You Need:

1. Select Judges. Judges could be anyone, including local complete count committee members, teachers, civic leaders and even (especially) other students!
2. Get a local sponsor to offer prizes for winners.
3. Choose a submission process.
4. Use social media outlets to advertise, especially a Facebook event (which can be shared in private parent and area family event groups).
5. Contact local superintendents, principals, teachers, faith-based organizations, libraries and dental and healthcare providers to advertise and encourage participation.
6. Tie the contest to an important date (e.g. GIS and Mapping Day on November 13, 2019; New Virginians Traveling Exhibit, etc.)

7. Make arrangements to showcase student with an art show at school, an event, a local business or in partnership with local libraries.

State Incentives and Honors

Local Complete Count Committees should nominate award-winning artwork to the Virginia Complete Count Committee. Artwork will be showcased in a gallery on the VCCC website and winners will be honored at a ceremony at the Virginia Complete Count Commission.

Government

- Commissioner Nancy Rodrigues present the census at annual meetings of VGEA Association and VML/VACO.
- Advocating for census funding at the local level, contact local county administrators and elected officials.
- Placing Census information during the 2019 Election, working with ELECT to make that happen.
- Check in with Commissioner Reggie Tippone for tribal outreach.

Business

- Added Gil Bland, member of the state chamber we go through corporations, we have good coverage in areas but needs support.
- Pitch in when we go talk to these local companies, other items in our list, July to September while we are building this list. Building up the value proposition, we may need the help from CT with some.

Faith

Doing outreach prior to the call and to have a schedule of the call. Connect them with different associations, some of the larger events, trying to get in their newsletters and distribution lists.

Latinx Presentation

Handouts attached

Immigrant Population Presentation

Commissioner Monica Sarmiento presentation

Monica 36 member organizations and convene over 100, at the local state and federal level. In 2015, 1 million immigrants 12% of the population. 9.4% have immigrant parents.

Presentation attached by Commissioner Monica Sarmiento

Question and Answer

Question: Commissioner Gil Bland

What are mixed status families?

Response: Commissioner Monica Sarmiento

Is a Family whose members include people with different citizenship or immigration statuses.

Question: Commissioner Gaylene Kanoyton would their employers be helpful in helping their non English speaking employees fill out the census?

Response: Yes, there is precedent of partnering with employers to share information on the reenrollment for Temporary Protective Status.

Question: Commissioner Carah Whaley Who are the trusted voice

Response: Commissioner Monica Sarmient0

Mom, in all immigrant families, a lot of faith, a lot of networking, ads on facebook

Question: Commissioner Gil Bland

What are some trusted organizations?

Response: Commissioner Monica Sarmiento 100 partner organizations, heavily nova based we need more support in Nova and Richmond.

Question: Carah Whaley- Worried about the contrast with the CB and Carah and Ashley Marshall. How are we having these conversations honestly.

Comment: Commissioner Elda Stanco Downey It is very importnat in terms of ensuring the community trust that w use a trusted translated source

LCCC Updates

Norfolk- Janice Hurley

The Norfolk Complete Count Commission kick off was successful, mixed city staff. Worked with recruitment specialist, and they have provided job space. Hosted a regional meeting, and the City of Chesapeake, and City Staff. Intend to do work collaboratively.

Northern Virginia: Jenée Padmore Community Foundation of Northern Virginia

We are serving our local jurisdiction, of Nova that includes Arlington, Fairfax, Prince William. The foundation serves as an online hub for jurisdictions and provide informational materials such as one pagers and flyers.

Regional Collaborative efforts.

Question: Commissioner Laura Snelling

How can we help get them all of the same page?

Response: Jenée Padmore: We need to notify these folks regionally that we are present and doing work.

Comment: Secretary Kelly Thomasson

I think we need to do an outreach call, where they don't have to travel to Richmond...

2:07 PM Adjourned